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Nortel Come Together tagline has pulling power

By [Team Register](#) (feedback at [theregister.co.uk](mailto:feedback@theregister.co.uk))

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Thanks to the reader who sent us Nortel Network's Come Together TV ad schedule, and no thanks to the reader who asks if 30,000ft sex shame Mandy who got Randy on Brandy has lost her visiting rights to Nortel's Maidenhead office. No sniggering at the back! Especially: Thursday 7th October (Carlton) 20.00 - During We can work it out Sunday 17th October (LWT) 20.27 - During You've Been Framed Thursday 21st October (Carlton) 00.00 - During Pulling Power -----Original Message----- From: Lejeune, Chantelle [MOP:6900:EXCH] Sent: 06 October 1999 11:53 To: All Maidenhead, Harlow, New Southgate, London employees Subject: "Come Together" TV advertisement Audience: All Maidenhead, Harlow, New Southgate, London employees (bulletin to 4798 recipients) Nortel Networks' "Come Together" TV advertisement will be running again in Europe in the U.K. on ITV Carlton (London region) station and LWT. The ad will appear at the following times (all spots are subject to movement and pre-emption.): Thursday 7th October (Carlton) 20.00 - During We can work it out 00.27 - During Videotech Saturday 9th October (LWT) 18.44 - During Rugby World Cup Monday 11th October (Carlton) 22.40 - During Real Life Tuesday 12th October (Carlton) 18.45 - During ITV Evening News 00.27 - During Carlton Sport Thursday 14th October (Carlton) 13.45 - During Rugby World Cup 20.20 - During The Bill Sunday 17th October (LWT) 20.27 - During You've Been Framed/Heartbeat Tuesday 19th October (Carlton) 23.00 - During The Big Match Wednesday 20th October (Carlton) 00.27 - During Rugby World Cup Highlights Thursday 21st October (Carlton) 21.20 - During Taggart 00.00 - During Pulling Power Saturday 23rd October (LWT) 15.45 - During Rugby World Cup Tuesday 26th October (Carlton) 19.59 - During National TV Awards Wednesday 27th October (Carlton) 22.40 - Tonight Trevor MacDonald 23.50 - The Big Match Sunday 31st October (LWT) 20.50 - Heartbeat

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take control **optimize** time

Introduction

In the modern information age, we are bombarded with communications: e-mail, voice mail, instant messaging, Short Message Service (SMS), paging, and more. If we are not at our desks or logged in to the appropriate device handling the appropriate application, the work just piles up and lies in wait—to everyone's frustration.

Communication technology may be streamlining processes and automating routine tasks, but it is also increasing the flow of information, meaning that we have to assimilate and process more data to make decisions. And the timeframe expected for this decision-making is shrinking.

Let's face it: time management is tough in the twenty-first century.

Time has become the most precious of resources in modern-day living. Who among us would not wish for more hours in the day? Not just to get more work done, and not merely so we'd not have to rush important tasks but to make space for the nicer things in life.

Stop and think for a minute. You may have more spare time than you think. How much of your time is wasted—literally—sitting in airport lounges, in the car, on the train or plane? This 'dead time' also includes the extra time you factor in for your journey to reach the airport or station in rush hour—and then don't need. Or the 15 minutes you spend downloading e-mails before setting off on a three-day business trip, rather than spending quality time with your family.

What if you could mop up these extra minutes? What if you could still do your job and make time for fun? What if you could put a bit more 'time' back in the working day?

This paper looks at how today's technology, products, and solutions can deliver the goal of true flexible working, cost savings to the enterprise, and the potential for greater productivity and collaboration for users. Understanding how to implement this enabling infrastructure is essential.

Winds of change

There are several forces coming together that are driving new business models: new, flexible ways of working for the enterprise; network convergence; and the adoption of multimedia communications and services.

Economic

Global village

It is just as common these days for a customer to be overseas as next door—yet the value of face-to-face meetings remains high. The wider geographic reach of organizations may have created a global village, but its creation has also increased the need for travel and worker mobility.

Business models

Models aimed at improving supply-chain efficiency look to increase the flow of information across company boundaries. This, coupled with changing corporate structures, is increasing the levels of remote collaboration, whether between head office and branch office or between manufacturers and their partners.

White Paper

How to take control and optimize time.

Social

Road congestion

High traffic levels around business centers can make getting to work a real chore. If the choice is available, many workers are now choosing to either work flex time or to occasionally work from home, adjusting their work schedule around the tasks they need to complete.

Technical

Enabling new work practices

Technical advances continue to enable new ways of working. Wireless technology allows employees to roam freely across campus and remain connected to the corporate network. Cable and DSL are extending cost-effective, high-speed communications to home offices and small branch sites. Internet and wireless technologies are coming together to deliver hot spot access to the Internet and corporate VPNs.

Client server

Workflow is moving to a full client-server model:

- E-mail, voice mail, and unified messaging require a client to be located on the desktop, laptop, or PDA of an employee, which communicates with applications running on a central server. Although the employee may use their laptop or PC to create an e-mail, it is the server that sends the e-mail, not their PC. If the connection to the server is lost, e-mail stops working.
- SCM and ERP business planning and operations applications are also client-server based. The front-end client on an employee's computer is communicating in real time with a centralized server and database.
- Modern multimedia communications such as video, IP Telephony, instant messaging, and presence work through clients running on personal devices needing to access a central server. Unless the client can communicate with the server over an IP network, the worker cannot make or receive communications, whether video or telephony.

It is this client-server model that is enabling a new era of communications. As long as the employee's client can communicate with the server hosting the application, nothing else matters. The service and the network are separate. Clients can be on PCs, laptops, smartphones, or PDAs. They can be one mile or thousands of miles from the server, using a wired or wireless connection.

What enterprises want

Against this backdrop of increasingly sophisticated technology and pent-up demand for flexible working, the challenge for enterprises is developing new, smarter business models. After all, competitive success comes from best meeting customers' needs. Without this differentiation, service will be relegated to a commodity—and then no one will win.

It's a simple fact that if you don't keep pace with advancing technology and displace commodity services with value-added solutions, your competitors will do it for you. On a more positive note, a loyal and satisfied customer base is a prerequisite for survival and success.

So what do enterprises need to succeed?

Quite simply, business advantage and bottom-line savings through improved working practices:

- Portability
- Productivity
- Collaboration
- Convenience
- Simplification

This can all be achieved through converged, intelligent multimedia communications that offer you the ability to work effectively from the space in which the activity takes place—making work something you do, not somewhere you go. In the new era of communications, people will be free to work from where they want. Employees will not be constrained to working in specific locations because of technology limitations. This can yield savings for enterprises to make new working practices attractive.

But this is not the whole story. Apart from the ability to more readily meet customers' needs, the new converged environment will be far less complex than the separate service networks that are used today. The simplified architecture is robust and easier to manage; this single network allows balance between the needs of different services with intelligent Quality of Service (QoS), by person, application, service type, or time of day.

“As companies increasingly assess their network convergence projects, they seek vendors who support open standards and provide for a hybrid migration strategy. Nortel Networks is well-positioned to meet those demands, giving companies the option to gradually migrate traditional voice and video traffic to a single IP network to leverage SIP multimedia applications.”

—Robin Gareiss, Principal Research Officer, Nemertes Research

Essential ingredients

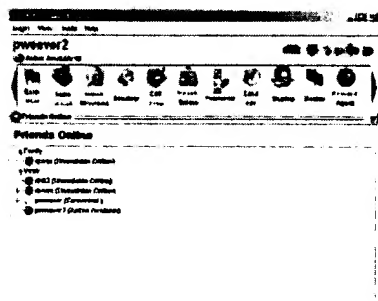
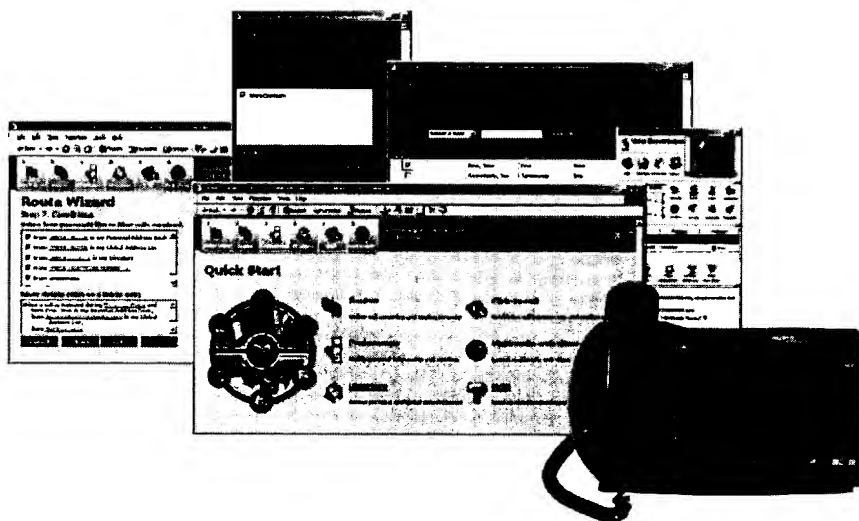
To create multimedia-based flexible working, there are two essential ingredients: SIP (Session Initiation Protocol) and the enterprise's IP Virtual Private Network (IP-VPN).

SIP

SIP delivers seamless multimedia communications and a consistent end-user experience beyond IP Telephony. There are no limitations as to the type of consumer electronic device that could potentially support a SIP-based interface. Of course, laptops, PDAs, and desktop computers can be used today, but tomorrow people could be using televisions and game consoles as well. The next generation of mobile telephones will be SIP-enabled.

SIP-based applications, such as Nortel Networks Multimedia Communication Server (MCS) 5100, help establish sessions dynamically and redirect sessions to the most available appropriate content sources. So whether a session involves instant messaging, white boarding, Web push, or file transfers, SIP allows full feature interoperability with existing communication systems for seamless collaboration.

Consider how, for example, SIP enables collaborative applications on Nortel Networks Multimedia Communication Server (MCS) 5100 platform:



- Instead of random attempts to make real-time contact with individual or multiple parties, SIP automatically routes session initiation requests across the network based on each user's registered devices and designated communication preferences.
- A user's "presence" status can be set automatically or manually to identify when they are connected, away, busy, inactive, or temporarily unavailable. Conversely, users can receive information about who is contacting them from features such as call logs or picture caller ID to determine how best to manage their time.
- Employees can choose to establish a telephony or video call, or they can use instant messaging (IM) to get quick answers to questions and speed decision-making.
- Users can establish multimedia collaborative sessions with workers distributed across the globe, easily sharing documents, Web pages, and whiteboards.

In essence, SIP will enable an entirely new network communications model, changing the way people communicate forever. SIP represents exciting possibilities for enhanced productivity, personalized communications, and mobility. As more users adopt IP-compatible devices (phones, PCs, PDAs, mobile handsets), SIP-enabled sessions utilizing IP Telephony, rich-media conferencing, and location-based services will become more and more prevalent. In this environment, workers will be able to communicate with each other without regard to physical location, devices used, or how many people are involved in a session. A wealth of new services will be enjoyed and enterprise IT departments should be able to lower the cost of designing and deploying innovative multimedia services for their users.

IP-VPN

For office-bound communications such as unified messaging, MCS 5100, supply-chain management, etc., enterprises have traditionally built a site-to-site VPN. For remote, home-based, and travelling workers beyond the geographic reach of this environment, enterprises have used the public Internet—available in 95 percent of countries—and established secure IPSec or SSL tunnels for communications.

The flexible-working network model

The network model that delivers this flexible-working environment is comprised of a number of components:

User terminals—any intelligent device: Personal Digital Assistant (PDA), laptop, desktop computer, next-generation smartphone, game console, or television.

Network access—how the user connects to the client-server-based applications and services: WLAN or conventional LAN, corporate intranet, extranet, or the public Internet. If a flexible worker is away from their main office, perhaps at home or travelling, then broadband connectivity across the Internet is probably the preferred route. Public Wireless LAN hot spots are becoming more commonplace and are typically available in airports, train stations, and hotels for Internet access (provided by an ISP).

Security—creation of a secure connection using tunneling, either SSL (Secure Sockets Layer) or IPSec (generally preferred). Contivity IP-VPN client is Nortel Networks IPSec solution.

Applications—rich multimedia services (instant messaging, telephony, video, conferencing, and collaboration using Nortel Networks MCS 5100), unified messaging (e.g., CallPilot), and Web browsing (e.g., Internet Explorer or Netscape Navigator).

When all of these elements come together, an environment is created that enables employees to be consistently productive, regardless of their location and proximity to each other. This infrastructure:

- Is people, not place centric
- Delivers communications, not connectivity
- Delivers services regardless of location
- Supports seamless broadband communications to multiple devices
- Offers intelligent QoS

Scenario 1

Ryan has to go to New York on a business trip. At his hotel, he has access to a public wireless LAN service, giving broadband connectivity for \$10 for 24 hours or approximately 42 cents per hour. Ryan can use the multimedia PC Client on his laptop to make voice calls and collaborate with workers—at no additional cost.

In the past, his only option was to use his laptop's modem plugged into the telephone in his hotel room and then dial into the corporate Intranet. Costs for this service range widely, but many hotels charge a \$1.50 fee for each call and 10 cents per minute after the first 30 minutes. In addition, to talk and work at the same time, Ryan would have to make long distance calls using a corporate calling card or a cell phone. As you can see, before new-era communications, Ryan incurred significant costs every time he worked away from the office.

Scenario 2

Jim is taking a long-haul flight from the US to Europe. He chooses to take advantage of the new Connexion service at a cost of \$60 for the 7.5-hour trip—approximately \$8 per hour. This broadband service means Jim can make and receive phone calls using the softphone on his laptop, check e-mail, and easily communicate with colleagues back in the office.

In the past, Jim's only option was an expensive skyphone service, which at \$5 per minute worked out at \$300 per hour and provided limited functionality.

Last minute touches to the sales presentation, worked on by his colleagues, are with Jim before the plane touches down. He's already adjusted the figures in the proposal, e-mailed the client to confirm his arrival time, and made table reservations for dinner—after a productive day 'in the office', he's ready to talk business.

Scenario 3

With a 50-mile round trip to the office, Helen prefers to work from home two days a week. This way she can avoid the worst of the commuter traffic and spend more time with her children. Her home-office was already set up with a PC so she could work at home and get a head start on the following day. Her new DSL connection cost \$60 per month. She can use the connection to make voice and video calls, send instant messages, view the presence (availability) of her colleagues, share files, and personalize her communications. Helen is able to communicate with her colleagues just as well, whether in the office or at home.

In the past, the traditional ISDN dial-up connection cost approximately \$100 per month, excluding line rental, and gave 128-kbps dial-up access to the intranet and allowed telephone calls to talk with customers and colleagues.

Nortel Networks offers a vast portfolio of products and solutions for enterprises today, helping them to build and deliver advanced communication services, respond rapidly to customers' needs, and enhance employee productivity.

Our experience is available to support you. We firmly believe that network and service are two related, but separate, considerations and that when all the elements come together—the network, secure connectivity, browser-based business applications, and multimedia communications—the result is a very powerful proposition for enterprises today.

¹ HBS Press, 1994

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